

6 ECONOMIC DEVELOPMENT AND EMPLOYMENT – ORIENTED USES

The Economic Development and Employment Section of the General Plan was not designed to provide detailed and complete economic analysis of the Community or to replace Brigham City Economic Development Strategic Plan. Economic development has been identified as one of Brigham City's highest priority. The city seeks to accomplish the following through proactive economic development efforts:

- Trigger public and private investment in Brigham City.
- Enhance the quality of life enjoyed by current and future Brigham City residents.
- Increase revenues to the City without disproportionately increasing demand for public services or tax rates.
- Increase the median income of Brigham City residents.

This section of the General Plan will focus on components of high quality urban design which is essential to effective economic development and facilitate the good land use planning within Brigham City.

6.1 RELEVANT CORE PRINCIPLES:

Core Principle:	
1a.	Foster Community & Economic Development that provides sustaining jobs for skilled and well-educated residents to live, work, and play in Brigham City.
1c.	Promote well-designed and attractive office, commercial and industrial areas to foster the type of growth desired by the community.
2.	ECONOMIC: Brigham City desires to grow a healthy and diverse economy to provide quality, higher-paying jobs that provide career advancement opportunities to residents, and allow residents and young adults to stay in the community.
2a.	The City would like to target: <ul style="list-style-type: none">• High-tech and Information-based industries• Heritage, recreation and wildlife-oriented tourism
2c.	Foster Economic Development that prioritizes quality job growth leading to quality Retail development.

6.2 ECONOMIC DEVELOPMENT GOALS

6.2.1 GOAL: ACTIVELY ENCOURAGE ECONOMIC DEVELOPMENT

Many of the following Policies are detailed in the forthcoming Envision Utah Economic Development Toolbox, a joint project with Utah Department of Community and Economic Development.

6.2.1.1 POLICY: Coordinate Economic Development Programs And Support Services

Implementation Suggestions

- A. Coordinate with other jurisdictions
- B. Streamline development reviews

6.2.1.2 POLICY: Engage In Business Development

Implementation Suggestions

- A. Sustain and improve business skills and management training
- B. Work to incubate small business

6.2.1.3 POLICY: Provide Development Incentives And Financing

Implementation Suggestions

- A. Provide financial incentives
- B. Engage venture capital networks
- C. Create a revolving loan funds

6.2.1.4 POLICY: Engage In Business Attraction And Retention

6.2.1.5 POLICY: Encourage A Well-Trained Workforce

6.2.1.6 POLICY: Ensure An Adequate Future Land Supply For Employment-Related Business

Implementation Suggestions

- A. Monitor the land market
- B. Provide adequate buildable land for housing development (buildable land is either vacant or readily reusable land)
- C. Establish locations for industrial, technology and business parks
- D. Inventory Brownfield sites and establish incentives for cleanup
- E. Identify opportunities to encourage land assembly for employment oriented development

6.2.1.7 POLICY: Provide Adequate Infrastructure For New Employment-Oriented Business.

Implementation Suggestion

Program Capital Improvements

6.2.1.8 POLICY: Provide A Quality Of Life Conducive To Business Innovation

6.2.2 GOAL: Attract Business Development That Brings Value-Added Jobs

6.2.2.1 POLICY: Prime Land in Employment-Oriented Areas Should be Set Aside for Businesses that Will Bring Dollars and Jobs into Local Economy.

Areas designated for employment-oriented development have been identified by the public and the Steering Committee through the General Plan process. These areas and Land Use Classifications are outlined in detail in Section 5.3.

Implementation:

- A. The City must remain steadfast in encouraging value-added economic uses in specified zones slated for research parks or industrial uses.
- B. The City needs to track available land for future employment sites. Inventory must be readily available for potential site selectors, developers and State Governor's Office of Economic Development (GOED) and the Economic Development Corporation of Utah (EDCU) reps.
- C. Identify infrastructure needs and propose funding mechanisms to subsidize business development

6.2.2.2 POLICY: Encourage Local, Small-Businesses Through Assistance And Incentives

Implementation:

- A. Help small businesses identify buildings and lots that are available for reuse and infill. (See Downtown Development Goals)
- B. Identify facility needs of local businesses for retention or expansion. Could include parking, facades, street Cross-section improvements, pedestrian access, etc.



Example of potential facility reuse for local-business in Brigham City

6.3 Employment Land Use Categories:

6.3.1 Manufacture/Industrial (MI):



Characteristics: These areas should conform to basic design standards but do not need excessive landscaping requirements because of their natural setting and distance from residential neighborhoods. Industrial areas should have adequate transportation accessibility for commuters and for trucking access that is not overly intrusive for residents. Industrial parks should assume a large number of auto-commuters but allow flexibility and shared parking.

Parking lots should minimize impervious surfaces and include a reasonable amount of trees. Structured parking and tuck-under parking is preferable and the city should provide incentives such as increased FAR for tuck-under parking. Industrial facilities can be larger scaled- up to 4 stories.

Land Use: High-tech, manufacturing, warehouse & distribution

Location:

- 1) NW corner of Brigham City
- 2) SW corner corner of Brigham City- west of RR

6.3.2 Commercial/Office Mix-Use (CO-MU):



Example:

1. *Walkable development: buildings face street, on-street walking, windows, awnings, doors, parking in rear, faces BUSY street*
2. *Pharmacy next to a Wells Fargo Bank*



Characteristics: Pedestrian-oriented. Must be an attractive area for visitors, commuters and residents to shop and work. Parking needs to be de-emphasized. Shared parking facilities and on-street parking will meet needs if development has adequate pedestrian amenities and bike/transit access. Office and commercial uses are relatively small-scale. No commercial uses larger than a local grocery or pharmacy-type store. Office uses such as banks, professional firms, real estate offices, etc. are appropriate to the CO-MU category.

Land Use: medium-small scale retail; medium-small scale office

Location:

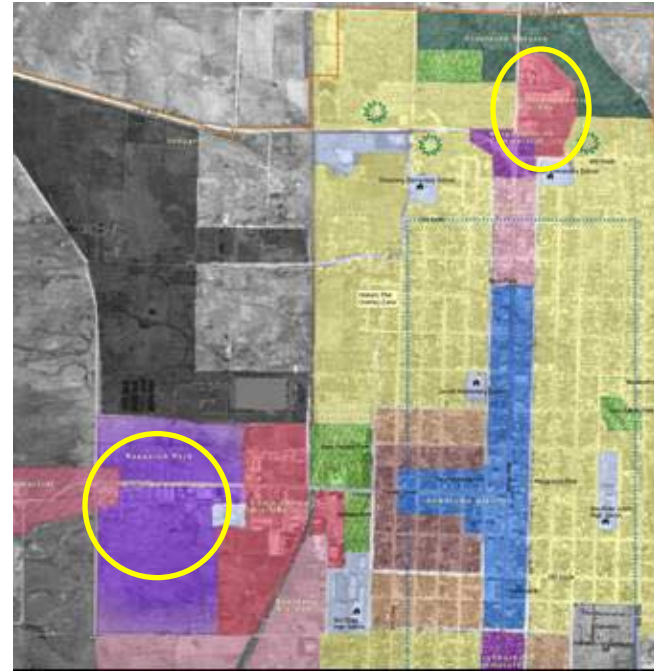
- 1) Train Station Vicinity
- 2) South end of Main Street
- 3) North side of 1100 South

6.3.3 Office/Industry (OI):



Characteristics: High-tech oriented. Campus-style development. Larger-scale development. Could have light industrial uses. Should have good commuter access by foot, bike, transit and automobile.

Land Use: Research Park, light industrial/manufacturing, high-tech industry offices, etc.



Location:

- 1) Forest St- between I-15 entrance and train station
- 2) At the old Thiokol site

6.3.4 Office/Medical (OM)



Characteristics: Medical office facilities- land for expansion of existing Regional Medical Center. Educational/Research use that focuses on health-care or medicine would also be a great community asset.

Land Use: medical offices, health-care research or education facility

Location:

Adjacent to current Regional Medical center

